

Creative Matters Podcast
Conversations with New Zealand Artists

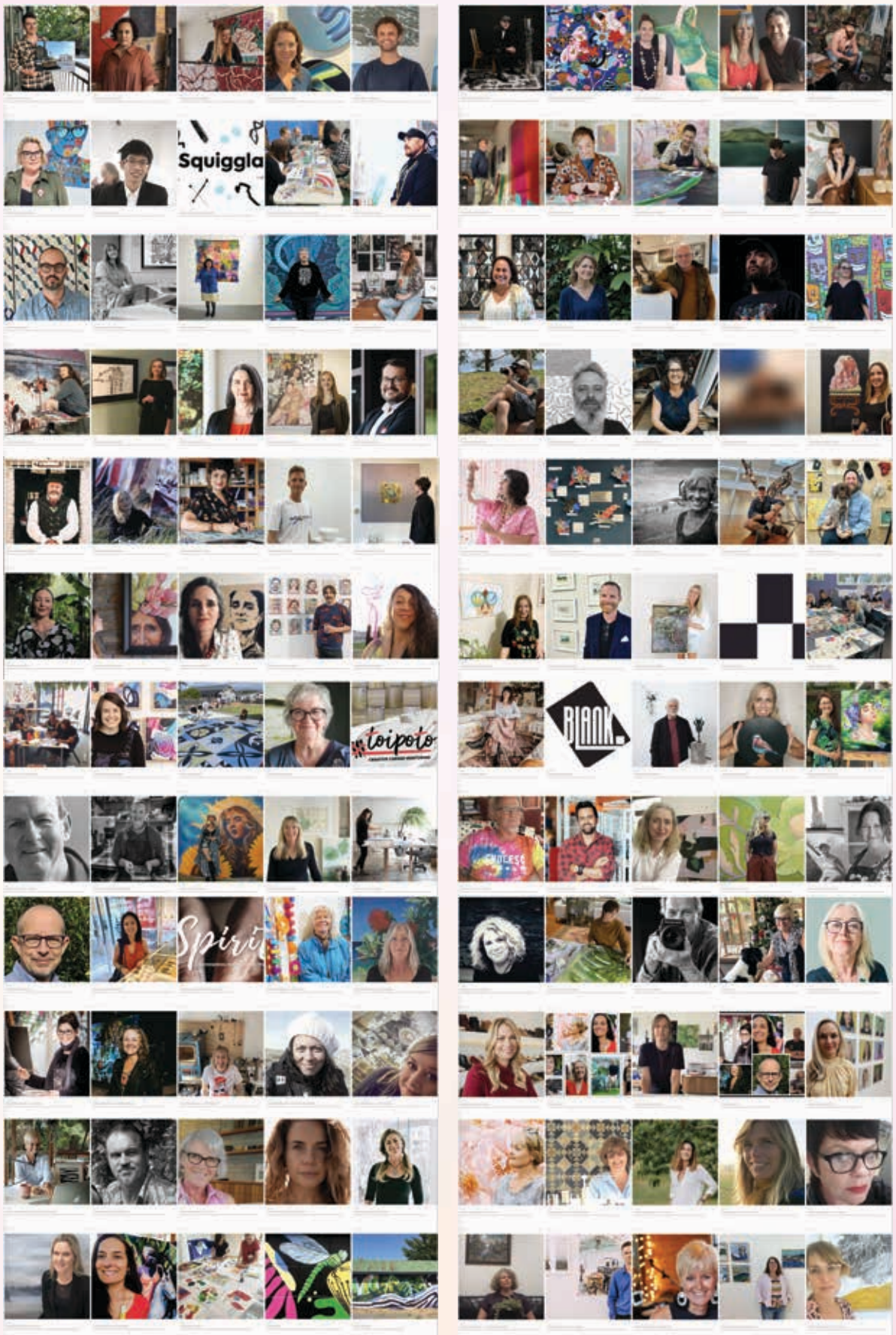


MEDIA KIT

February 2024

Creative Matters Podcast

PODCAST GUESTS TO DATE



Introduction

Mandy Jakich is the host of the Creative Matters podcast. Mandy is an artist herself, an experienced teacher, art educator, art practitioner and visual arts facilitator and the founder and CEO of art education business Creative Matters.

The Creative Matters podcast is the only one of its kind in Aotearoa. Established in March 2021, with 110 published episodes as of February 2024. Podcast episodes are generally published weekly, with short breaks in between seasons at times.

In each episode Mandy talks to a New Zealand artist or an artist living in New Zealand about their creative journey from childhood, their art practice and creative process. Guests are from diverse communities such as the rainbow or LGBTQ community; immigrants; youth; established artists; emerging artists; Pasifika and Maori and come from different backgrounds and experiences.

Reach

Creative Matters Facebook

6,000 followers

Creative Matters Podcast Instagram

1,179 followers

Creative Matters Instagram

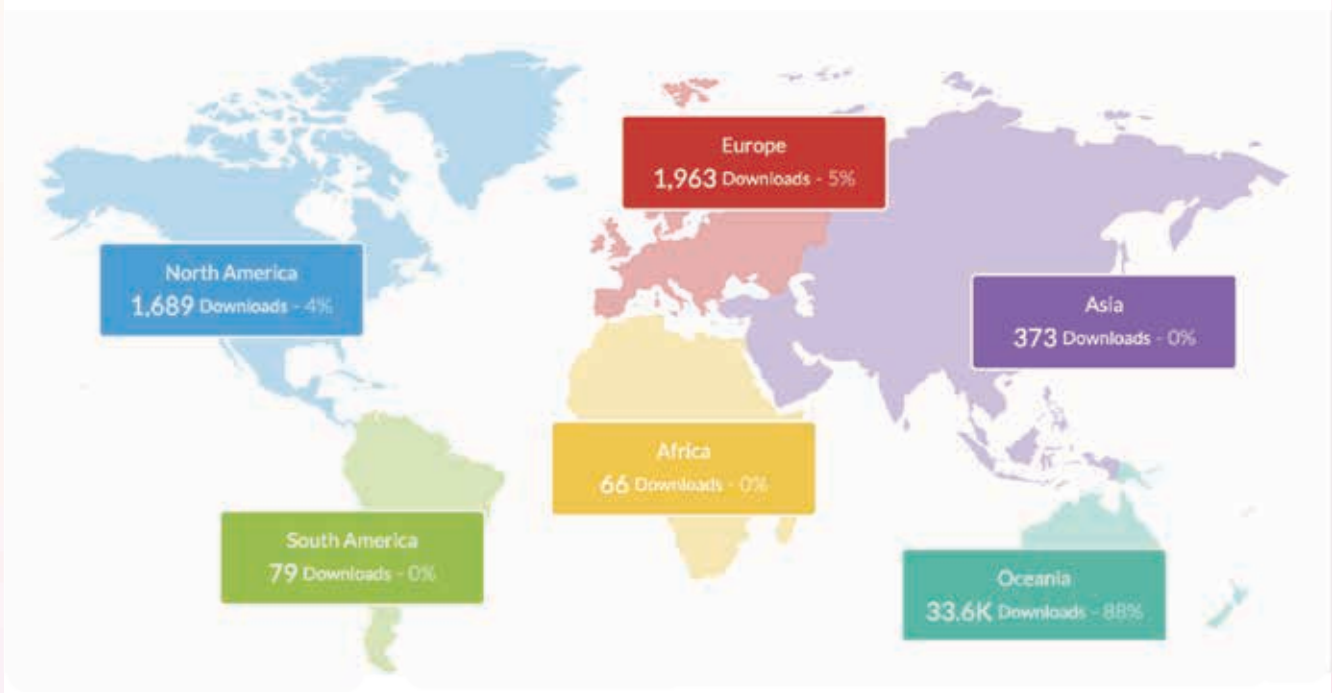
2,139 followers

514 downloads in the last 7 days

2,276 downloads in the last 30 days

5,858 downloads in the last 90 days

37,817 downloads since published



Listenership

Artists

Art collectors

Art students

Art educators

Art practitioners and facilitators

Art enthusiasts

**People who enjoy getting
creative or who want to be more
creative**

**People at the beginning of their
creative journey**

Art business owners

Gallerists

Value

Each episode is a permanent archive of Aotearoa NZ social history. The podcast is an educational resource which is encouraging, accessible and inspirational.

Longevity

Podcast episodes remain accessible indefinitely and downloads continue to grow over time.

Engagement

A loyal and supportive listener base which grows every time we have a new guest/episode as new audiences are reached through the guest artist's connections and database.

Marketing

As well as our own podcast promotion and marketing, each guest promotes their episode on their social media and to their email database. Each artist is given a code so they can embed their episode permanently onto their website. A blogpost on the Creative Matters website is written for each guest with the podcast episode and images of their work.

Testimonials

As an artist we are often isolated in our own creativity, it has been of so much benefit to hear what other people are doing, how they have got there and where they are going. Particularly, as these podcasts are across such a wide art circle, it has been wonderful to hear from not only artists but gallery owners, and people in the wider art circle. Without these podcasts artists, like myself, would not be seen or heard, an exhibition of works does show your current art development, but an interview and podcast gives us the opportunity to hear so much more about the artist and what is behind their choices and art practices. They are inspiring, encouraging, moving at times and have made me feel less isolated in who I am as an artist and in what I do.

GAE WEBSTER

Mandy and her Creative Matters Podcast is creating an invaluable snapshot of the visual artists practicing in New Zealand today. Her podcast format is well constructed and enjoyable to listen to and offers an interesting insight into the artists and their work. It will continue to evolve into an amazing resource for audiences, researchers and the artists themselves in the future.

SEFTON RANI

I count the Creative Matters Podcast among my favorite arts podcasts. Each episode brings fresh perspectives and honest stories from artists I admire. Their experiences, creative challenges, and achievements provide invaluable insights for artists at all stages of their careers. As an artist and mentor, I frequently recommend episodes to the artists I work with. The podcast not only helps them expand their networks but also encourages them to persevere in their own creative endeavours. Overall, the Creative Matters Podcast is a must-listen for anyone passionate about the arts, offering a rich tapestry of voices and ideas that inspire and inform.

ANGELA ROWE

Introductory Rates

UNTIL JUNE 1ST 2024

\$250

Sponsor 1 episode with an ad at the beginning worded by you and read and endorsed by Mandy

\$450

Sponsor 2 episodes with an ad at the beginning worded by you and read and endorsed by Mandy

\$600

Sponsor 3 episodes with an ad at the beginning worded by you and read and endorsed by Mandy

wording of ads will have to be approved by Mandy

\$550

Be a guest on the show to talk about and promote your art related business with Mandy

must be approved by Mandy

Sponsors have the option to choose the episode and artist they would like to support. Guests are booked 3 months in advance.